

Rep Order# 9771683 Ver# 5 Status Revised Traffic Order# 566070 Printed: 08/30/2012 1:37 PM  
EC'd Yes Last Received: 08/30/2012 1:35 PM

Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2603  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2603  
Flight Dates 10/12/2012 - 10/18/2012  
Hiatus Weeks  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— CONTRACT COMMENT —

REVISED LN 28

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*28	SA		1005P- 1035P	FOOTBALL FEVER	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	

Rating: 4.0

Sales Remark: V5 REVISED  
V5 More than 2 codes changed

—REPORT TOTALS—

Report Totals: 1 / \$1,000.00

—SALES MONTHLY TOTALS—

Oct 12: 33 / \$24,075.00

Sales Totals: 33 / \$24,075.00

Station Totals: 33 / \$24,075.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$120,375	CABL	0%	KDLU	0%	KUZZ	0%	KSL	24%	KSTU	20%
		KTVX	1.6%	KUCW	5%	KUTV	35%	UNKB	0%	UNKN	0%

Books null  
Demos RA3564

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Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
815 SLATTERS LANE Sales Office ( ) WASHINGTON  
ALEXANDRIA, VA 22314 Salesperson ( ) DAN DRISCOLL  
Agency C/P/I/P2/E 155/426/2603  
Flight Dates 10/12/2012 - 10/18/2012  
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